

AMENDMENT OF THE CLAIMS:

Please cancel claims 1-9, and add new Claims 10-20 as follows:

Claims 1-9 (canceled)

Claim 10 (new): A method of finding information pertaining to a particular consumer product on the Internet, said method comprising the steps:

(a) storing in a relational database, information elements representative of

(1) a plurality of universal product numbers (UPNs) assigned to a plurality of consumer products associated with one or more manufacturers and registered with said relational database, and

(2A) a trademark (TM) symbolically linked to each said UPN,

(2B) a product description (PD) symbolically linked to each said UPN, and

(2C) a plurality of uniform resource locators (URLs) symbolically linked to each said UPN,

wherein each said URL specifies the location of an information resource located on the Internet and related to a particular consumer product, and

wherein a set of database links are created and maintained in said relational database for each consumer product registered with said relational database,

wherein each said set of database links comprises symbolic links maintained between (i) the UPN, TM and PD associated with a corresponding consumer product, and (ii) a plurality of URLs symbolically linked to the UPN of said corresponding consumer product;

(b) operably connecting an Internet information server to the infrastructure of the Internet and said relational database server, so as to enable said Internet information server to service a request made by an Internet-enabled client system, for information on the Internet about one of said plurality of consumer products registered with said relational database;

(c) operably connecting a plurality of Internet-based product information servers, to the infrastructure of Internet, in which information resources related to one or more of said plurality of consumer products and are stored at said plurality of URLs;

(d) operably connecting an Internet-enabled client system to the infrastructure of the Internet so as to enable a consumer to transmit a request for consumer product information on the Internet about a consumer product registered with said relational database,

wherein said request is made by the consumer selecting a consumer product information finder button installed on an Internet browser supported on each said Internet-enabled client system, so as to establish a data communication link between said Internet-enabled client system and said Internet information server, and display on said Internet-enabled client system, a graphical user interface (GUI) allowing the consumer to enter the UPN, TM and/or PD associated with a registered consumer product on which consumer product information on the Internet is being sought by the consumer using said Internet-enabled client system;

wherein each said request made by the consumer using said GUI may includes either the UPN, TM and/or PD symbolically linked to the UPN assigned to the registered consumer product; and

(e) automatically receiving at said Internet information server, the request transmitted by said Internet-enabled client system, and recovering the UPN, TM and/or PD contained in said request so as to enable said Internet information server to access said plurality of URLs symbolically linked to the UPN, TM, and/or PD and stored in said relational database, and then transmit said accessed plurality of URLs to said Internet-enabled client computer for use in accessing information resources stored in said Internet-based product information servers, at said plurality of URLs.

Claim 11 (new): The method of finding information pertaining to a particular consumer product on the Internet of claim 10, which further comprises:

(f) automatically analyzing said request received at said Internet information server during step (e) to determine whether the consumer product assigned to the recovered UPN or its associated TM and/or PD is registered with said relational database; and

(g) automatically contacting the manufacturer of said consumer product and soliciting said manufacturer to register said consumer product with said relational database if the analysis conducted during step (f) determines that said consumer product is not registered with said relational database.

Claim 12 (new): The method of claim 10, wherein said UPN assigned to each said consumer product is a unique Uniform Product Code (UPC) number assigned to said consumer product.

Claim 13 (new): The method of claim 10, wherein said Internet-enabled client system comprises an Internet browser program enabling either the UPN, TM and/or PD symbolically linked to the UPN of a registered consumer product, to be used to access consumer product information contained within said Internet-based product information servers on the Internet.

Claim 14 (new): The method of claim 10, wherein said information resources contain multi-media information content.

Claim 15 (new): A system for finding information pertaining to a particular consumer product on the Internet, comprising:

a relational database for storing information elements representative of

(1) a plurality of universal product numbers (UPNs) assigned to a plurality of consumer products associated with one or more manufacturers and registered with said relational database, and

(2A) a trademark (TM) symbolically linked to each said UPN,

(2B) a product description (PD) symbolically linked to each said UPN, and

(2C) a plurality of uniform resource locators (URLs) symbolically linked to each said UPN,

wherein each said URL specifies the location of an information resource located on the Internet related to a particular consumer product, and

wherein a set of database links are created and maintained in said relational database for each consumer product registered with said relational database,

wherein each said set of database links comprises symbolic links maintained between (i) the UPN, TM and PD associated with a corresponding consumer product, and (ii) a plurality of URLs symbolically linked to the UPN of said corresponding consumer product;

an Internet information server, operably connected to the infrastructure of the Internet and said relational database server, and being capable of servicing a request made by an Internet-enabled client system, for information on the Internet about one of said plurality of consumer products registered with said relational database;

a plurality of Internet-based product information servers, each operably connected to the infrastructure of Internet and storing information resources located at one or more of said plurality

of URLs stored in said relational database, and being related to one or more of said plurality of consumer products; and

a plurality of Internet-enabled client systems, each being operably connected to the infrastructure of the Internet and being capable of transmitting a request for consumer product information on the Internet about a consumer product registered with said relational database;

wherein each said Internet-enabled client system supports an Internet browser having a consumer product information button installed on said Internet browser;

wherein said request is made by the consumer selecting said consumer product information finder button, so as to establish a data communication link between said Internet-enabled client system and said Internet information server, and display on said Internet-enabled client system, a graphical user interface (GUI) allowing the consumer to enter the UPN, TM and/or PD associated with a registered consumer product on which consumer product information on the Internet is being sought by the consumer using said Internet-enabled client system; and

wherein each said request made by the consumer using said GUI may includes either the UPN, TM and/or PD symbolically linked to the UPN assigned to the registered consumer product; and

whereby each request transmitted from the Internet browser of one of said plurality of Internet-enabled client systems is received by said Internet information server, and the UPN, TM and/or PD contained in said request is automatically recovered by said Internet information server and used to automatically access said plurality of URLs symbolically linked to the UPN, TM, and/or PD and stored in said relational database, and said plurality of URLs accessed from said relational database are transmitted to said Internet-enabled client computer for use in accessing information resources stored in said Internet-based product information servers, at said plurality of URLs.

Claim 16 (new): The system for finding information pertaining to a particular consumer product on the Internet of claim 15, wherein said request received at said Internet information server is automatically analyzed to determine whether the consumer product assigned to the recovered UPN or its associated TM and/or PD is registered with said relational database, and if said analysis determines that said consumer product is not registered with said relational database,

then the manufacturer of said consumer product is automatically contacted and said manufacturer is solicited to register said consumer product with said relational database.

Claim 17 (new): The system of claim 15, wherein said UPN assigned to each said consumer product is a unique Uniform Product Code (UPC) number assigned to said consumer product.

Claim 18 (new): The system of claim 15, wherein said Internet-enabled client system comprises an Internet browser program enabling either the UPN, TM and/or PD symbolically linked to the UPN of a registered consumer product, to be used to access consumer product information contained within said Internet-based product information servers on the Internet.

Claim 19 (new): The system of claim 15, wherein said information resources contain multi-media information content.

Claim 20 (new): The system of claim 15, wherein each said Internet-enabled client system is a computer system selected from the group consisting of a mobile hand-held computer, a desktop computer, a network computer and an Internet terminal.